








YOU ARE A GUIDE TO THE  
WORLD OF LUXURY

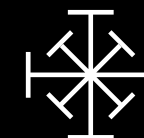
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IMPERIAL AVENUE


DOWNTOWN DUBAI

# ONLY THE EXCEPTIONAL

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Exquisite residences  
at Downtown Dubai





It takes the deepest of roots to  
bring out the tallest of grass.  
Farthest of visions to tread the  
longest of paths.

When the elite entities define  
lifestyle and luxury.  
It takes the exceptional to redefine  
them into a distinctive style.

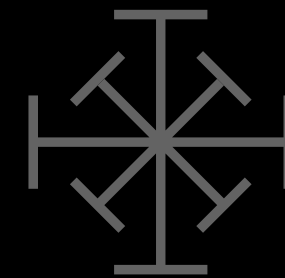
ONLY THE EXCEPTIONAL



IMPERIAL AVENUE

DOWNTOWN DUBAI





A TRADITION  
OF DELIVERING  
EXCELLENCE

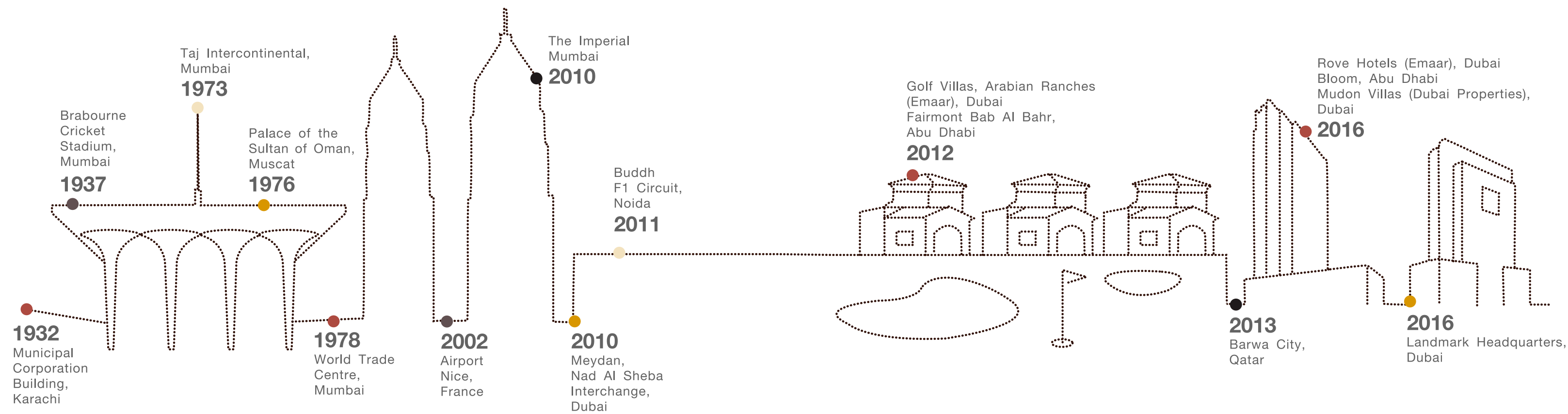
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# LANDMARKS OF ICONIC SIGNIFICANCE



Shapoorji Pallonji Real Estate is a prestigious name in the Indian real estate sector. With cutting-edge innovations, superior designs and flawless execution combined with trust, the group has consistently created milestones across India.

Shapoorji Pallonji was the first Indian construction company to enter the Middle East in 1971, when it won the global tender for the palace of Sultan Qaboos of Oman. Since then, the company has grown multifold and participated in numerous high profile projects in countries including the UAE, Saudi Arabia, Qatar, Kuwait, Iraq, Oman, Sri Lanka, Malta, Algeria, Ghana, Gambia, Togo, Sierra Leone, Nigeria to name a few.



PROJECTS DELIVERED BY SHAPOORJI PALLONJI



# OVER 150 YEARS OF WRITING UNPARALLELED SUCCESS STORIES



## Renowned Projects In India

Shapoorji Pallonji is one of India's oldest business conglomerates, which began as a humble infrastructure development company in 1865. Over the past 152 years, the company has come a long way, and has created many a milestone and constructed world-renowned landmarks across the Indian subcontinent and beyond. The company's industry leading projects include the tallest twin residential towers in India, the largest mall in India, the largest cement clinker plant in Asia, nuclear research establishments, airports, factories, stadiums and many more.





# A SERIES OF LANDMARKS IN THE MIDDLE EAST

## Renowned Projects In The Gulf

Shapoorji Pallonji is currently present in over 70 countries globally, with 20 countries across the Middle East and Africa (MEA). Their projects in the Gulf region range from hotels, villas, commercial and residential towers, community developments, hospitals and business parks.





# LANDMARKS CRAFTED BY SHAPOORJI PALLONJI IN DUBAI



- Rove Hotel, Zabeel
- Landmark Headquarters, Dubai
- Amity University
- Rove Hotel, Port Saeed
- Rove Hotel, Oud Metha
- Park Towers, DIFC
- Goldcrest Executive, JLT
- Centro, Barsha
- Golf Villas, Arabian Ranches
- Suburbia Downtown, Jel Ali
- Cigar Lounge, Address Downtown
- Meydan, Nad Al Sheba Bridge and Roads
- Dr. Habib Sulaiman Hospital
- Mudon, Arabella Townhouses
- Maktoum Hospital, Deira
- Rove Hotel, Jafiliya
- AMESCO Tower, JLT
- 300 Villas, Meraas – Opp. Outlet Mall
- Green Community Extension
- Rove Hotel, Marina
- Springs Mall
- NSHAMA Town Square
- Emaar Business Park, Dubai Hills
- Emaar 52|42 Towers, Marina
- King's College Hospital, Dubai
- Cayan Cantara, Arjan
- Imperial Avenue, Downtown Dubai
- Indigo Hotel
- Grandeur Residences, Palm Jumeirah
- Al Khail Heights, Al Quoz




IMPECCABLE  
STANDARDS.  
IMMACULATE  
DETAILS:  
THE  
IMPERIAL LIFE



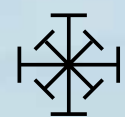
The Imperial brand is a personification of timeless elegance, grandeur and beauty. Today, The Imperial Towers, the tallest residential twin towers in India and the upcoming The Imperial Edge, Mumbai are landmarks of iconic significance that have redefined the skyline of Mumbai and the benchmarks of luxury. Incredible care has been lavished in every detail, creating unique architectural masterpieces that exceed the expectations of the connoisseurs of luxury living. Imperial today, has become a brand synonymous to bespoke luxury.

  
THE IMPERIAL EDGE

  
THE IMPERIAL



# THE IMPERIAL EXPERIENCE AT DOWNTOWN DUBAI



## IMPERIAL AVENUE

DOWNTOWN DUBAI

Imperial Avenue opens up the opportunity of living within the Burj Khalifa district, one of the world's most celebrated neighbourhoods. Located close to Burj Khalifa, Imperial Avenue is an iconic tower, which will create a new benchmark of grandeur. Designed with charmingly landscaped podiums, the 45-storied landmark tower presents premium apartments with best-in-class facilities.





# WHY DUBAI

Dubai is a global business hub and one of the best places to live in the world. Currently, 1/3<sup>rd</sup> of Fortune 500 companies are headquartered in Dubai, which makes it a major regional financial centre. As a trade gateway, the city serves Middle East, The Indian Subcontinent and Central Asia.





THE BUSINESS HUB  
OF THE MIDDLE EAST



One of the world's  
top 10 most competitive  
economies



One of the world's top 25  
cities in Global Power City  
Index (GPCI) 2017 on the  
back of its strong economy,  
accessibility and cultural  
interaction



One of the top 20  
countries in terms of  
most competitive  
financial centers

A FUTURISTIC CITY WITH  
CONTEMPORARY LIFESTYLE



Tourism spending  
estimated to reach over  
\$56 billion in 2022



20 M visitors expected by  
2020, which would put  
Dubai at par with London  
and Paris



Burj Al Arab  
The most luxurious hotel  
in the world



A record-breaking  
8.06 M international  
overnight tourists  
arrived in  
Dubai, 1<sup>st</sup> half of 2017



AT THE HEART  
OF THE WORLD



## DUBAI

The bridge between  
Far East & Europe

Amongst the top 5 lifestyle  
destinations for families  
and entrepreneurs

## WORLD-CLASS INFRASTRUCTURE WITH FREE ENTERPRISE SYSTEM

Dubai Metro Red Line, the  
longest driverless metro  
network in the world



No. 1 in the world  
for Quality of Roads

Amongst the top 3 busiest  
airports in the world by  
passenger traffic





# DOWNTOWN DUBAI THE MELTING POT OF GLOBAL CULTURES

Downtown Dubai is a thriving city hub with a unique mix of aesthetically designed residential towers and commercial precincts with high capital appreciation. This attracts people of different cultures from across the globe. With Burj Khalifa at its centre, it is also the destination for shopping, entertainment, dining and hospitality at world-class hotels.





## HEART OF ART & CULTURE

Dubai Opera, Dubai Fountains and a host of performances by global artists



## NUCLEUS OF BUSINESS & TRADE

DIFC, Downtown and Business Bay with highly secured IT infrastructure



## SOME OF THE LARGEST MALLS IN THE WORLD

Home to latest trends that attract shopping aficionados from across the globe



## BEST-IN-CLASS MEDICAL FACILITIES

In close proximity to highly developed health infrastructure



## RETREAT OF THE CONNOISSEURS

Avenues to revel in the vibrant nightlife and tantalize your taste buds



## HIGH QUALITY EDUCATION SECTOR

World-class education with a choice of curriculum





# MAP OF DUBAI

A global city that attracts global attention for iconic skyscrapers and innovative infrastructure.



## CLOSE PROXIMITY TO PRIME LOCATIONS



### LIFESTYLE & LEISURE

- Burj Khalifa
- Dubai Mall
- Dubai Opera
- The Dubai Fountain
- Armani Prive
- Atmosphere Restaurant
- Downtown Boulevard
- Al Marasi Walk



### SCHOOLS

- Gems Wellington Primary School
- Cambridge International School



### BUSINESS DISTRICTS

- Dubai International Financial Centre
- Business Bay



### HOSPITALS

- Medicare Hospital
- Mediclinic

# MAP OF DOWNTOWN DUBAI

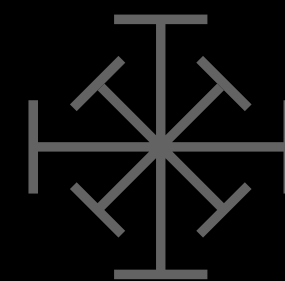
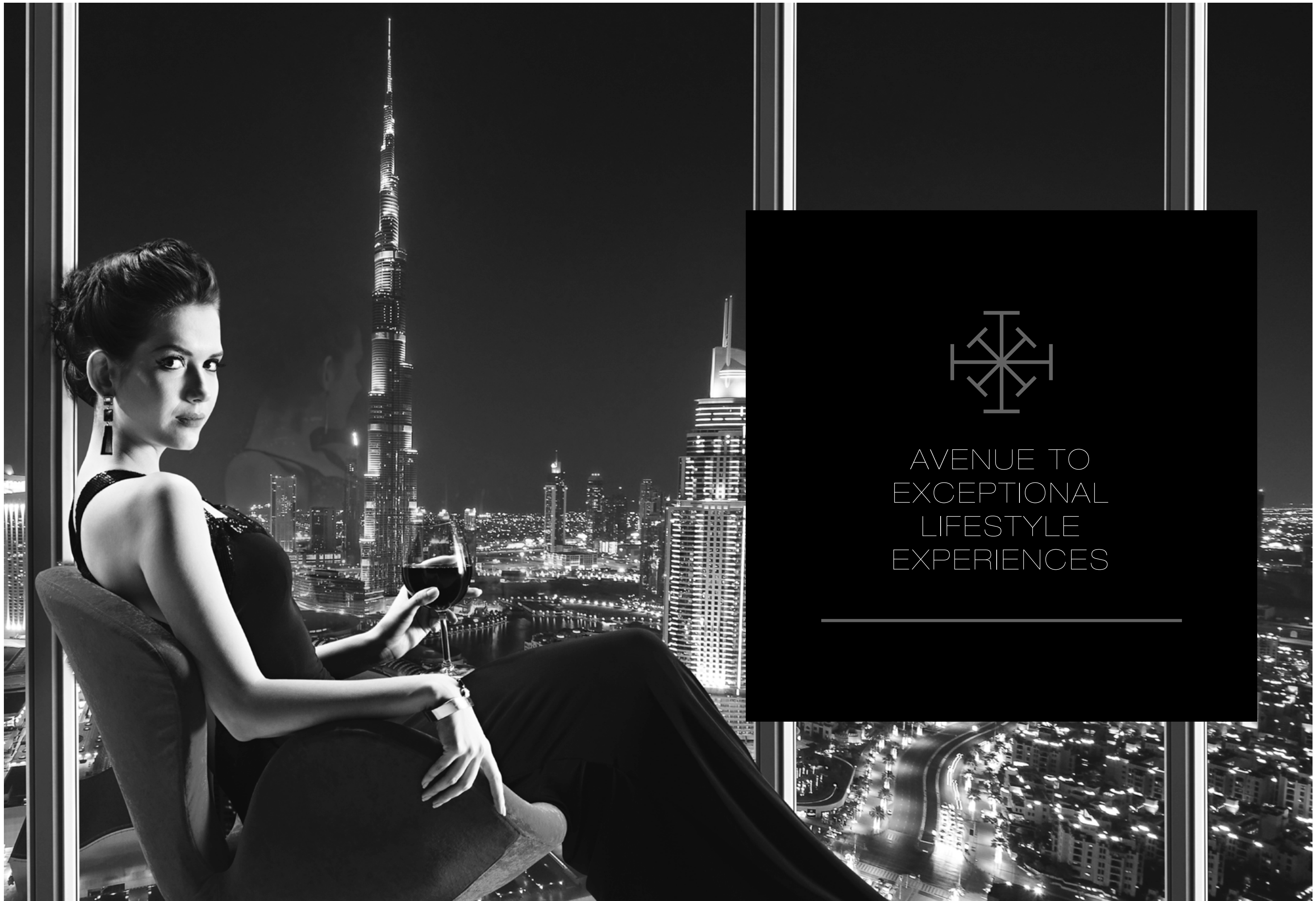






A LIFESTYLE DESTINATION  
ONLY FOR THE EXCEPTIONAL





AVENUE TO  
EXCEPTIONAL  
LIFESTYLE  
EXPERIENCES

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AN ARRIVAL THAT  
BEFITS THE ELITE

As you arrive at Imperial Avenue, you will be welcomed by the cascading water fountains that soothe your senses. Besides, the grandeur of the entrance porch will leave you spell-bound. It's a perfect setting to mark your arrival in your exceptional home.







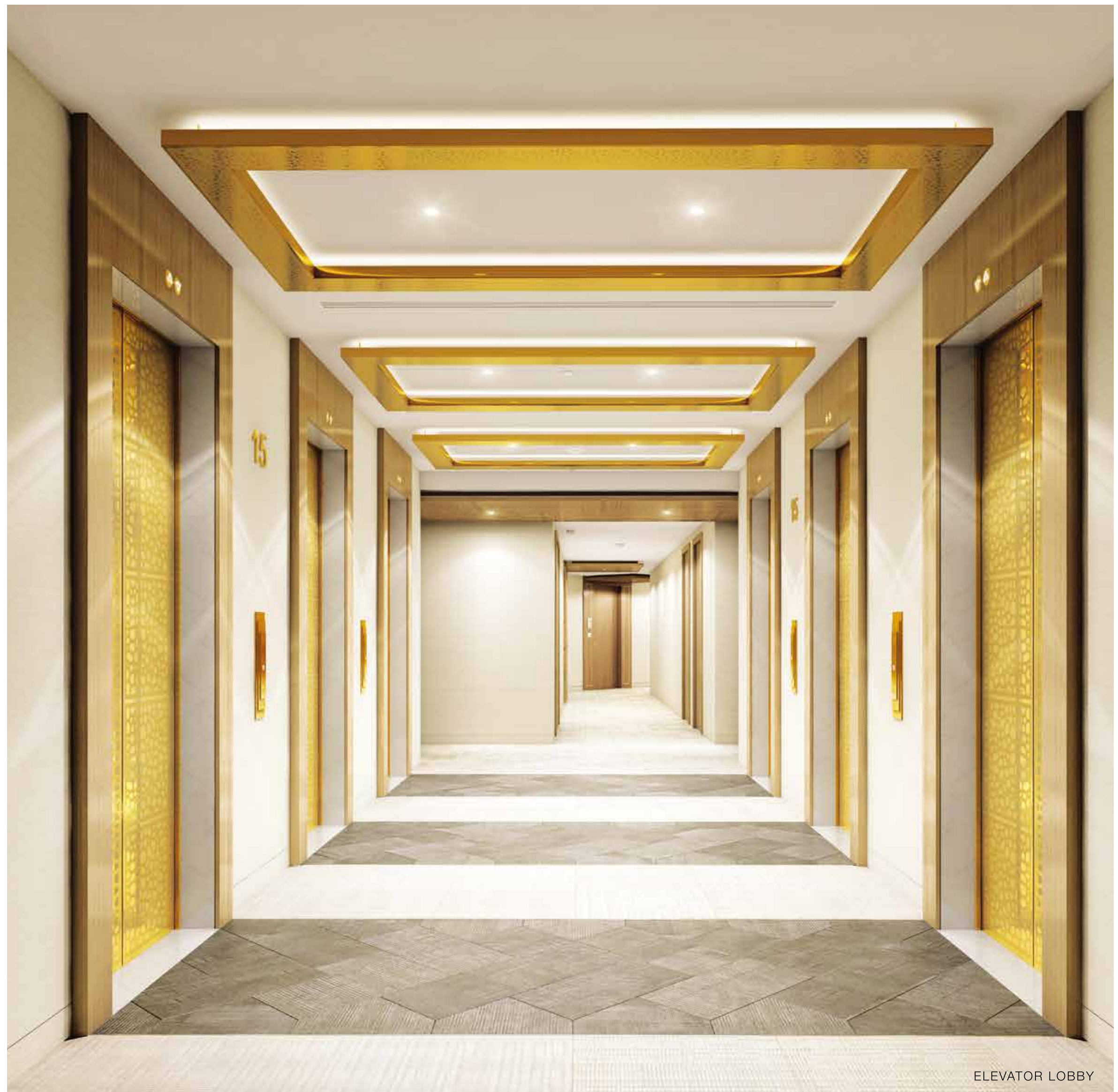
## WHEN THE ENTRANCE IS GRAND, THE LOBBY CAN'T BE LESS

The grandeur continues, as the 10,000 sq. ft. entrance lobby is an exceptional experience in itself. The double height ceiling and crafted brilliance is a treat for the eyes, the trickling water plays the song of serenity for the ears, the reading area to enlighten your mind.



SOARING HIGH  
IS HABITUAL,  
REACHING FAST  
IS EXCEPTIONAL

The soundless and serene lobby is just a silent preview before the high-speed elevators take over. Total 13 units, to raise you to your level within seconds.



ELEVATOR LOBBY





INFINITY POOL

WHILE IT'S RARE TO  
FIND AN OASIS,  
THE EXCEPTIONAL HAVE  
THE BLISS OF TWO

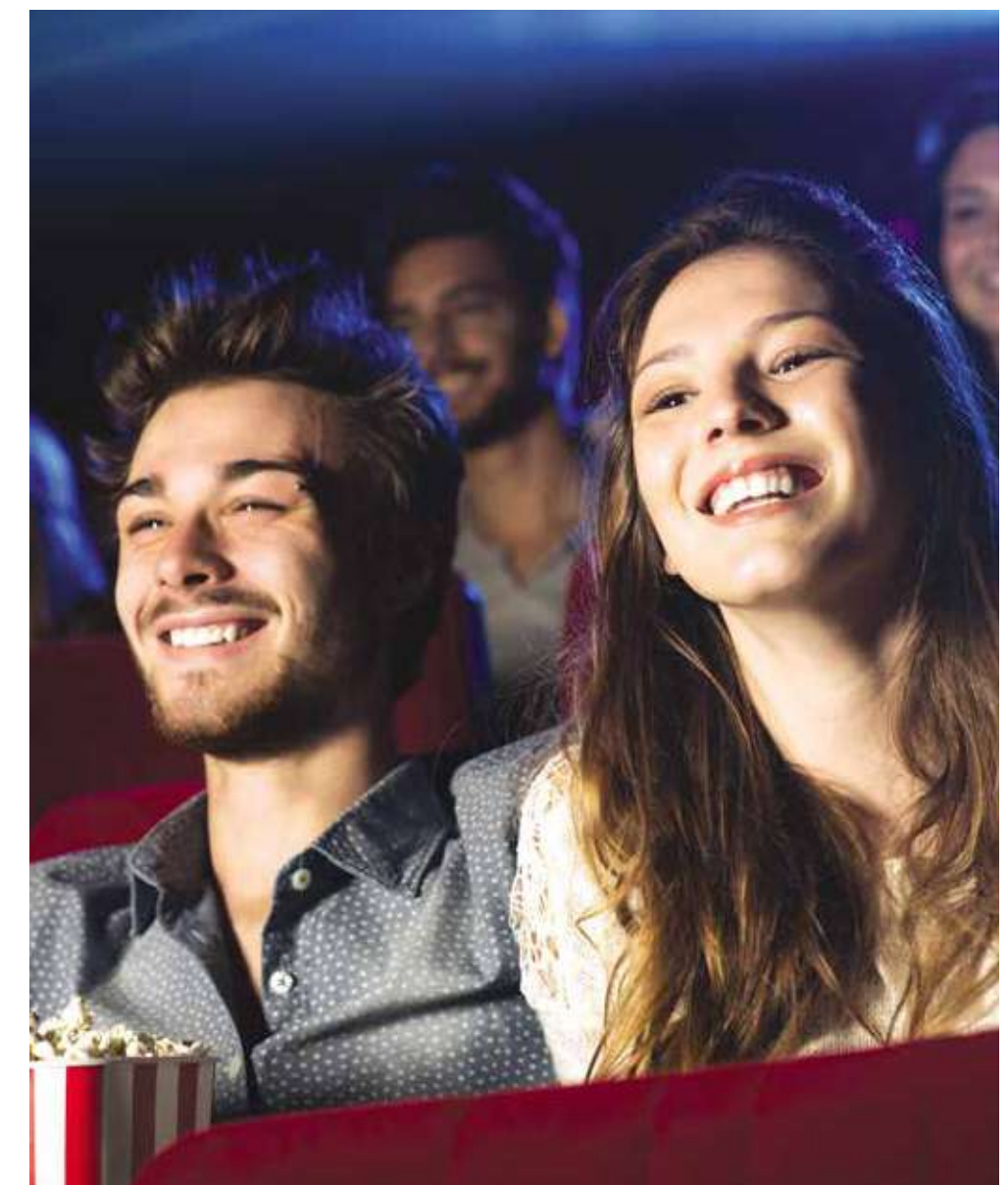
Infinity pools on level 9 and 26 are two different experiences of extravagance. Your personal paradise at the podium villas offer the privacy of a villa with a resort attached and an infinity pool of your own.







AUDIO VISUAL ROOM



WHEN THE OUTDOORS  
ARE ENTERTAINING,  
THE INDOORS ARE  
EQUALLY DELIGHTFUL

A private AV room equipped with state-of-the-art amenities to make your private screenings exclusive. With lavish seating arrangements, the place is an ideal setting to experience moments of amusement.

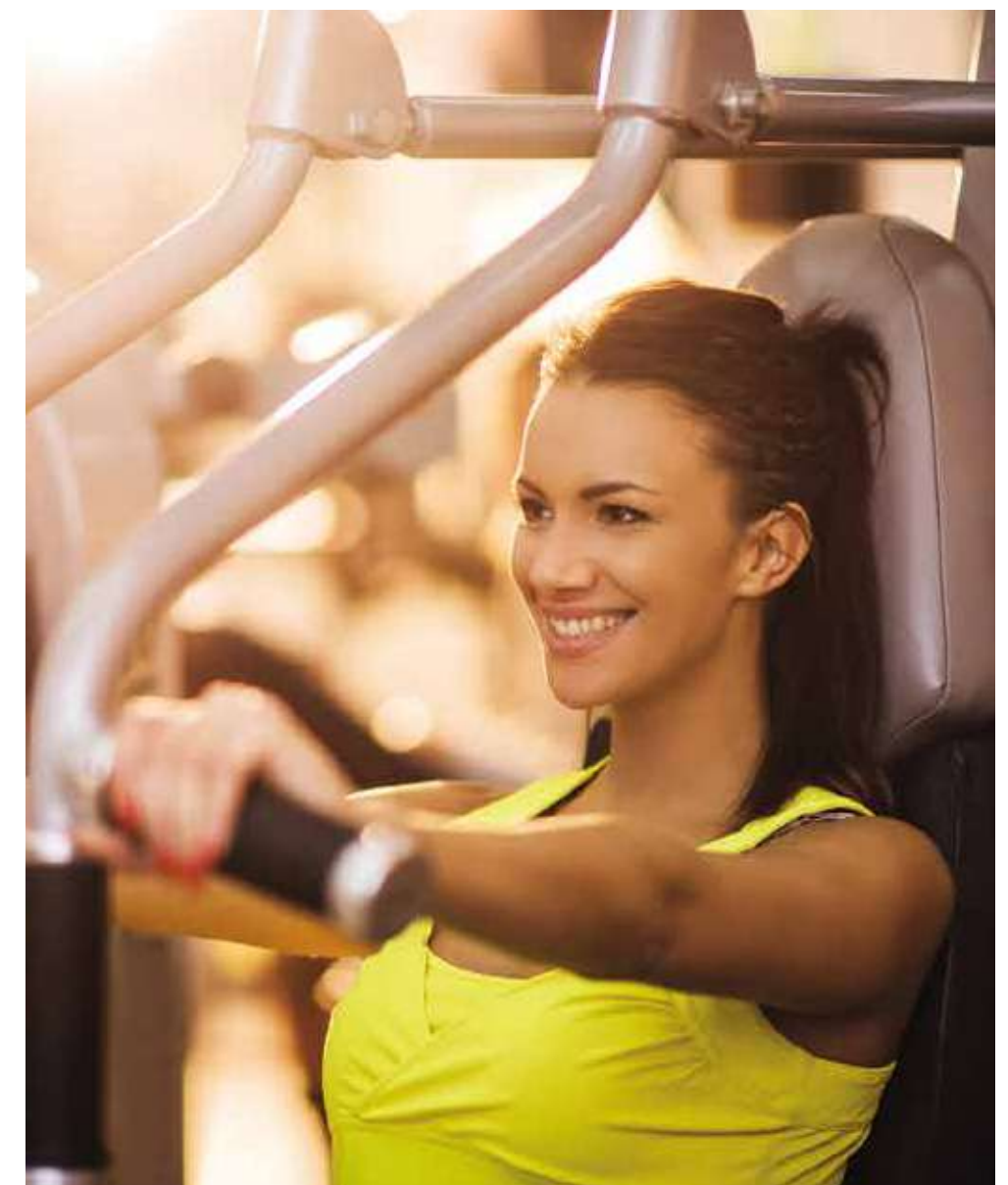




STATE-OF-THE-ART GYMNASIUM

## WHEN FITNESS ISN'T ABOUT STRENGTH BUT COMPLETE WELLBEING

Work up a sweat to relieve stress and beam with confidence. Our best-in-class gymnasium is equipped to enable you attain your fitness goals and help you wake up refreshed every morning.







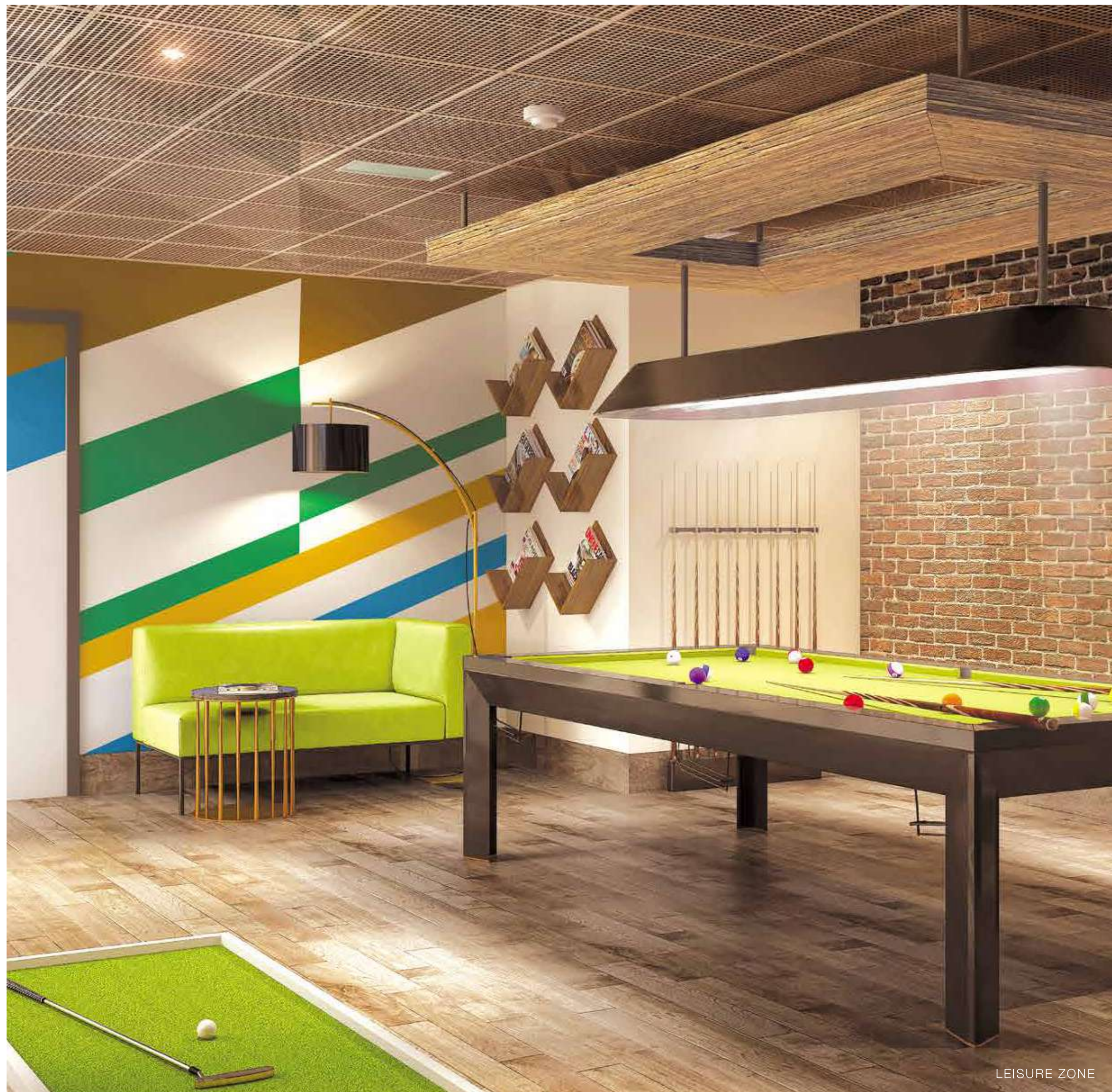
MULTIPURPOSE HALL

## BE IN THE MOMENT; BE AT THE HEART OF CELEBRATIONS

Socialize with neighbours of different cultures at the grand party hall, large enough to entertain over 200 guests and opens to the poolside deck on the 26<sup>th</sup> level. Benefit from this pillar less facility that divides into two for hosting separate parties.







## A LEISURE ZONE WITH AN ASSORTMENT OF RECREATION

Infinity pool gazing at the glittering skyline on one side, a clubhouse equipped with the best-in-class equipment on the other. A game of squash to serve up the adrenaline rush, an indoor recreation area to hone your skills.



## AVENUE FOR THE LITTLE ONES TO CONNECT AND SOCIALISE

Relive your childhood as you watch your young ones mingle with those of their own age. Experience how fresh minds discover new ways to amuse themselves. With safe and thoughtfully equipped fun play areas, the indoor on the 9<sup>th</sup> level and outdoor on the 6<sup>th</sup> level podium, your children will benefit from learning beyond schooling.



KIDS' PLAY ARENA





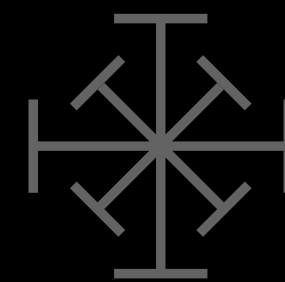
KIDS' POOL

# BIG LEISURE FOR LITTLE WONDERS

Discover how splashing around in a pool improves your child's health, strength, flexibility and adds to their overall joy. Your child will definitely have more fun at the dedicated kids' pool.







AN INCOMPARABLE  
LIVING EXPERIENCE

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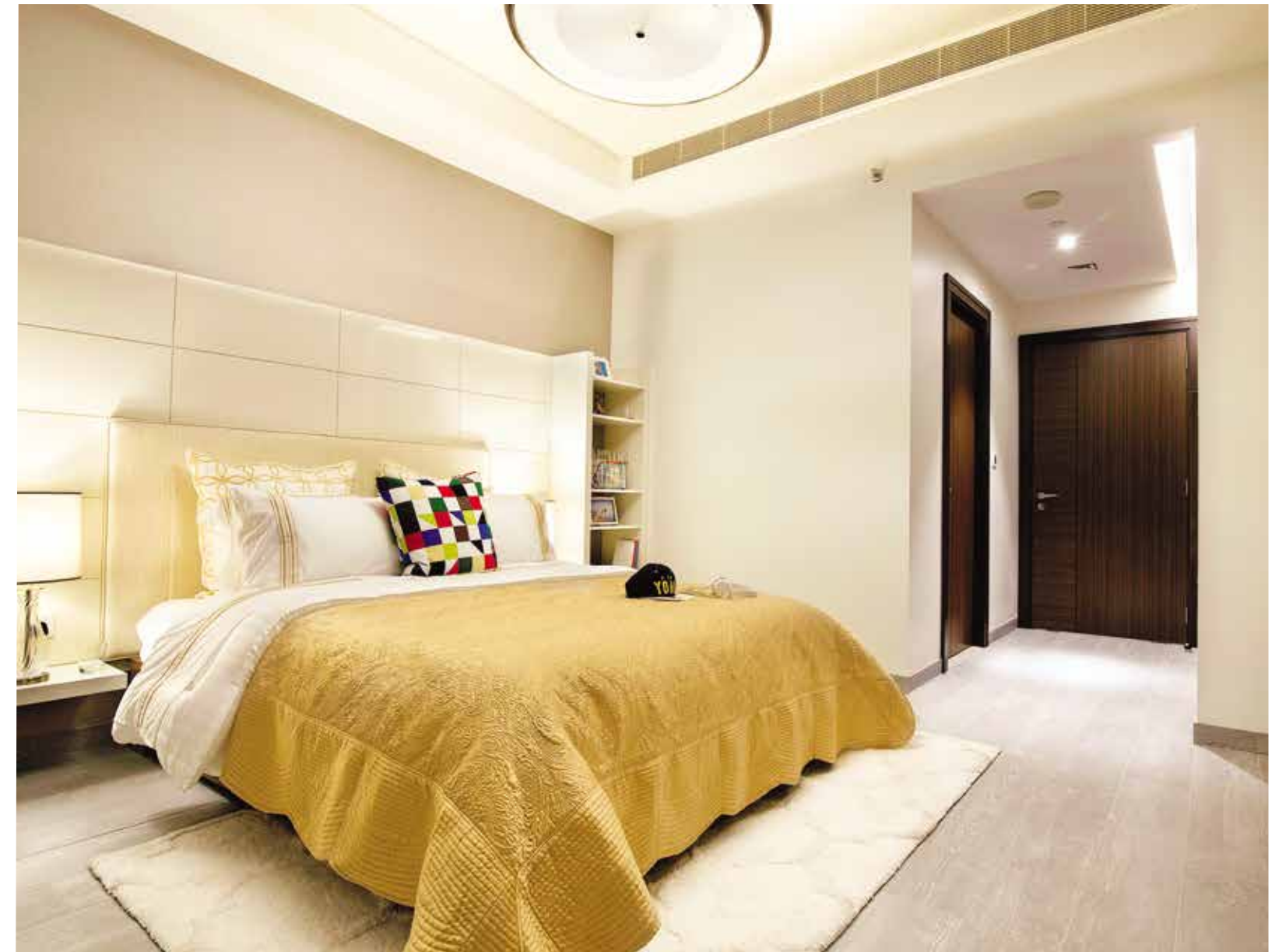
A SCENIC VIEW IS A PRIVILEGE.  
PANORAMAS FROM THE  
PRIVATE DECK ARE EXCEPTIONAL

Soak in the splendour of Downtown Dubai views from your private deck or get rejuvenated with the views of azure waters of the Business Bay Canal and the Arabian Sea. The views will never cease to surprise you.



## YOUR WORLD WITHIN THIS WORLD

Leave behind the hassles of the world and step into your private space after a hard day's work. Recharge your senses along with body, mind and soul. Be the real you in a thoughtfully designed bedroom.





## ELEGANCE OF BRILLIANTLY CRAFTED SPACES

Spaces planned to detail, offer an elegant setting for your choice of décor. Warmth from the windows light up the expansive living area. The living rooms are designed minimalistic, to provide a soothing ambience to relax.







## A KITCHEN AS EXCEPTIONAL AS YOUR CULINARY SKILLS

Experience the bliss of having everything in its place in an efficient storage space. The light & airy kitchens are contemporary with modern cabinets that add to your exceptional life.







## ESCAPE TO THE THINKER'S PARADISE

Immerse yourself into the deep soaking tub. Experience rejuvenation in the ensuite bathrooms with exquisite fixtures, separate glass-walled showers designed to give you the sense of spa luxury.



## WHERE GLITTER MEETS A GREEN TOMORROW

Come home to an address that not just presents you but also preserves you. Well thought-through amenities that conserve energy, reduce maintenance bills and protect your overall health are all present in your abode that lasts for generations.



## SOLAR PANELS

Solar panels on the roof provide centrally heated water supply in individual apartments. It reduces the overall electricity and maintenance costs.



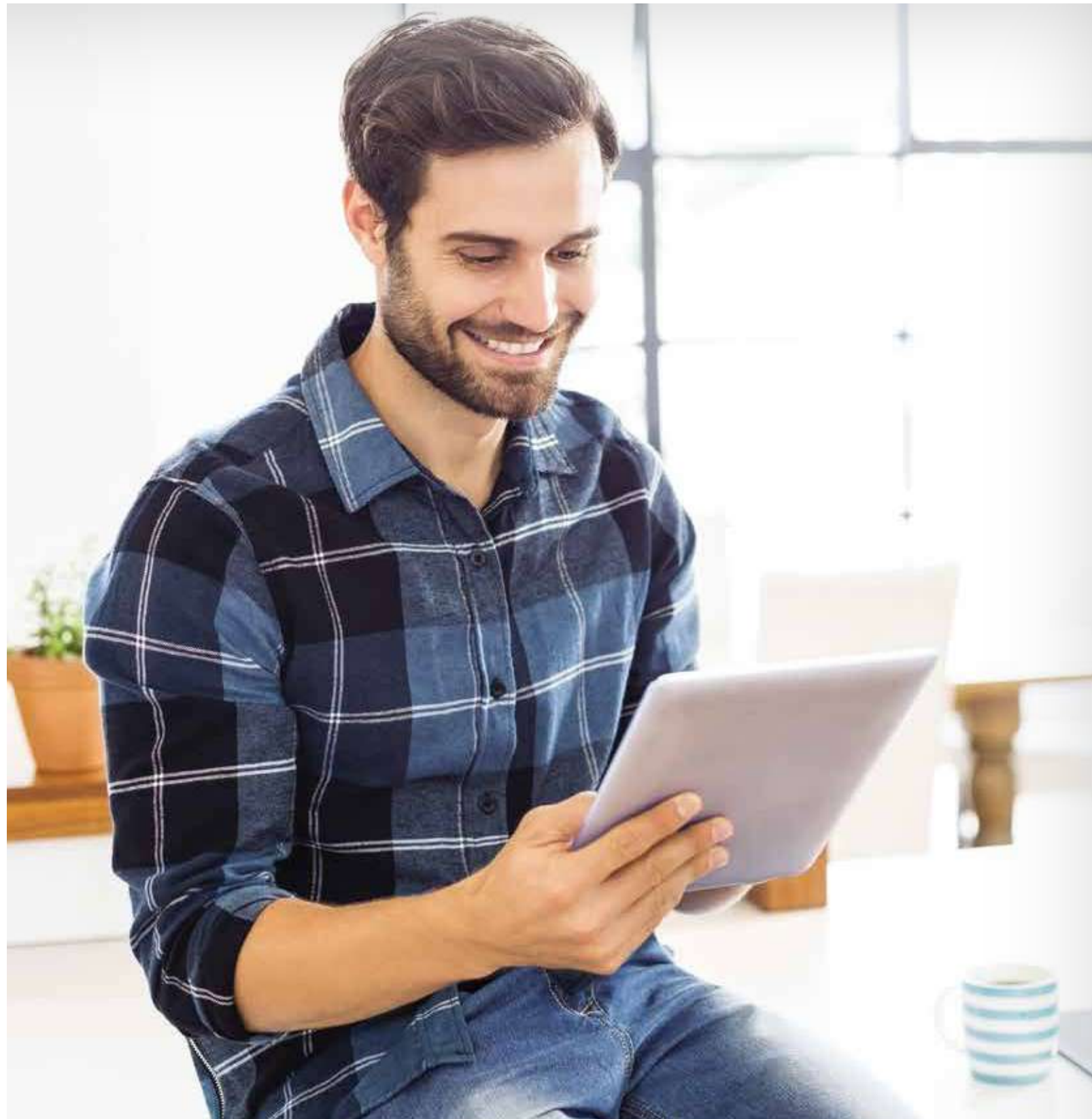
## GREYWATER TREATMENT

For the first time in a Dubai residential building, greywater treatment plants have been installed as a sustainable source of water for landscapes, common areas, car wash and toilet cisterns.



## WHERE LAVISH LIFESTYLE BLENDS WITH SMARTER LIFE

At Imperial Avenue, you can reap the benefits of a smarter home with impressive capabilities. Now imagine living in a home where technology saves money on maintenance & utility and ensures a better future.



### WATER PURIFIERS

Every apartment has a drinking water purifier. Such an amenity has been offered for the first time ever in residential apartments in Dubai.



### LPG CONNECTION

Your home at Imperial Avenue comes with an LPG connection. We have attempted to move away from the electric cooking range, a more sustainable energy source.



### HIGH-SPEED ELEVATORS

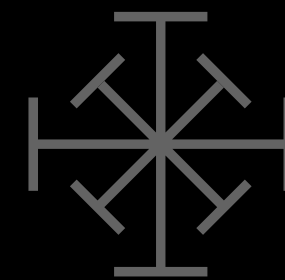
Imperial Avenue has 13 high-speed elevators, which can take you to higher floors within seconds. With this facility, you can go from level 0 to level 45 in approximately 44 seconds, non-stop.



### 6D BIM

6D BIM, Building Image Model process, a transformational technology has been introduced for the first time in Middle East & Africa. It helps to bring down the maintenance cost substantially.



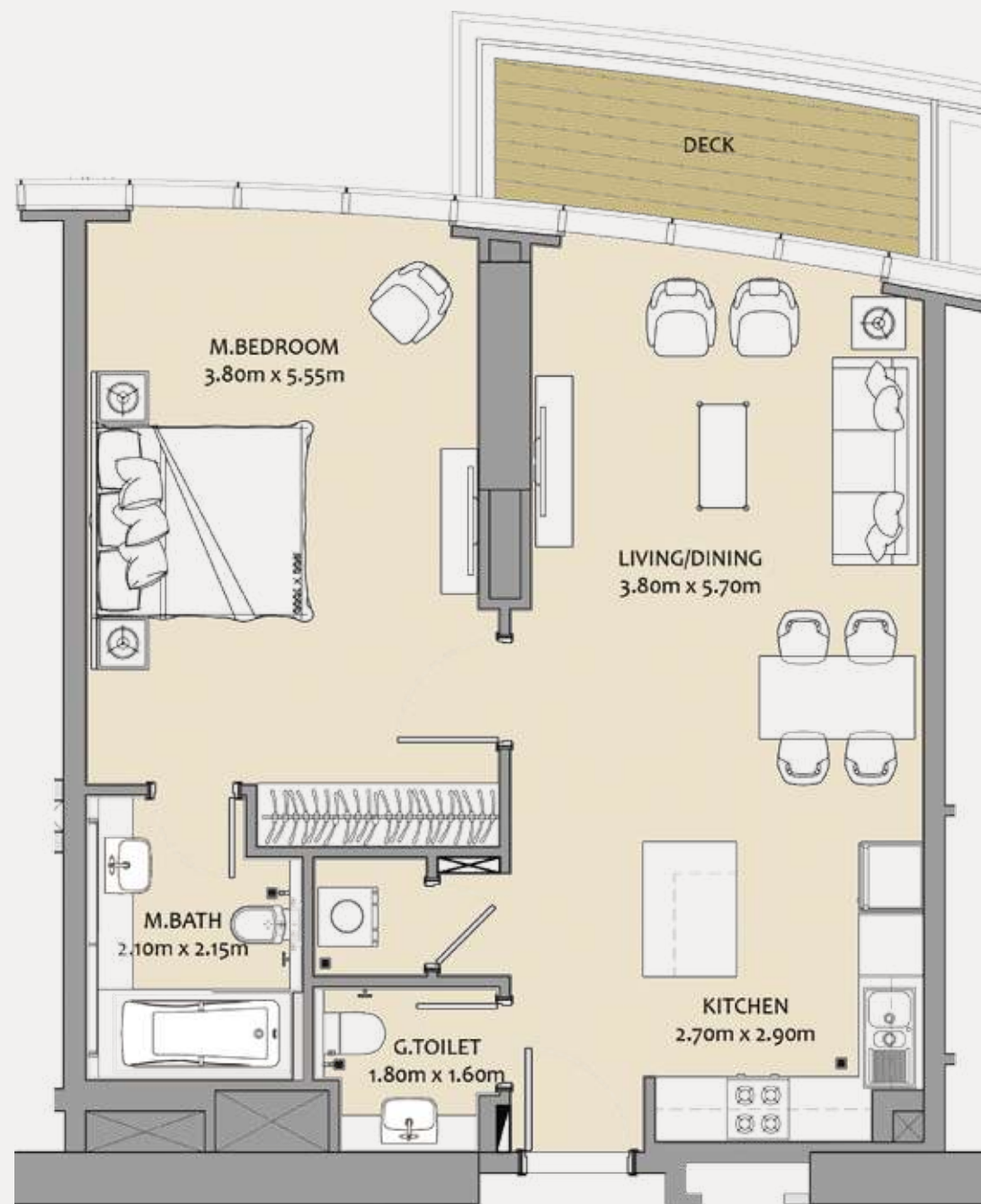


THE  
EXCEPTIONAL  
DETAILS

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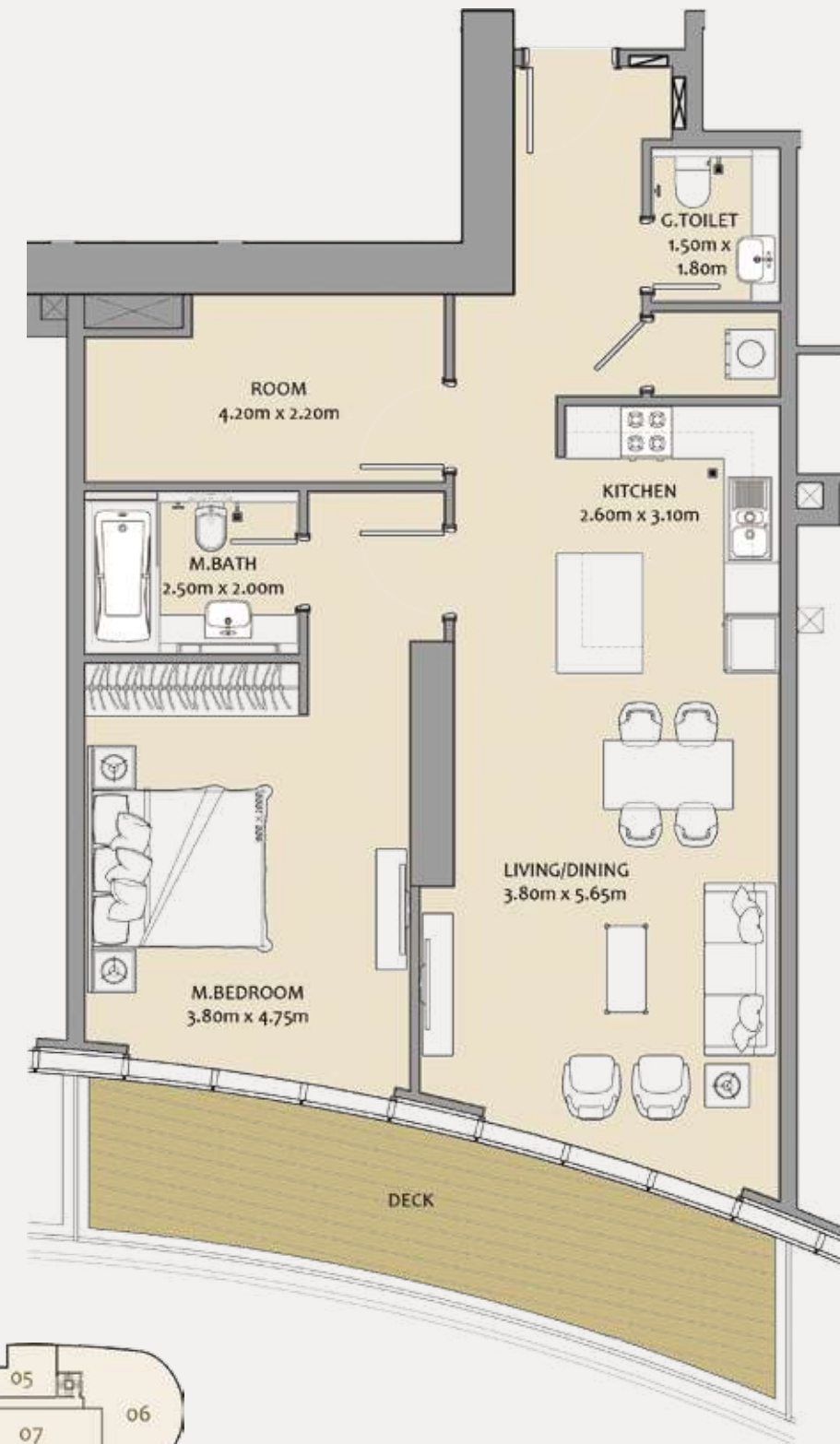
FLOOR PLANS





## ONE BEDROOM

|                |              |                  |
|----------------|--------------|------------------|
| APARTMENT AREA | 74.61 SQ. M. | (803.00 SQ. FT.) |
| DECK AREA      | 6.78 SQ. M.  | (73.00 SQ. FT.)  |
| TOTAL AREA     | 81.39 SQ. M. | (876.00 SQ. FT.) |



## ONE BEDROOM (WITH STUDY ROOM)

|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 90.59 SQ. M.  | (975.00 SQ. FT.)   |
| DECK AREA      | 16.54 SQ. M.  | (178.00 SQ. FT.)   |
| TOTAL AREA     | 107.13 SQ. M. | (1,153.00 SQ. FT.) |





## TWO BEDROOM

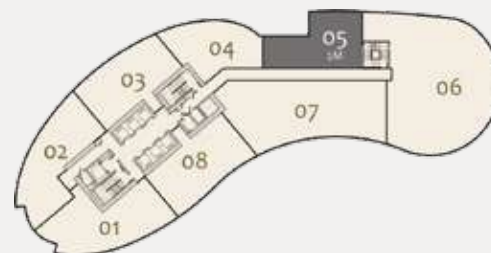
|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 121.06 SQ. M. | (1,303.00 SQ. FT.) |
| DECK AREA      | 13.19 SQ. M.  | (142.00 SQ. FT.)   |
| TOTAL AREA     | 134.26 SQ. M. | (1,445.00 SQ. FT.) |



## TWO BEDROOM (WITH MAID'S ROOM)

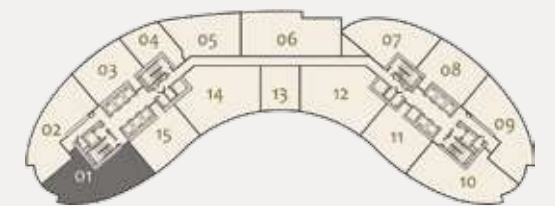
|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 141.87 SQ. M. | (1,527.00 SQ. FT.) |
| DECK AREA      | 15.61 SQ. M.  | (168.00 SQ. FT.)   |
| TOTAL AREA     | 157.48 SQ. M. | (1,695.00 SQ. FT.) |





## TWO BEDROOM (WITH STUDY ROOM)

|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 124.22 SQ. M. | (1,337.00 SQ. FT.) |
| DECK AREA      | 14.96 SQ. M.  | (161.00 SQ. FT.)   |
| TOTAL AREA     | 139.18 SQ. M. | (1,498.00 SQ. FT.) |



## THREE BEDROOM (WITH MAID'S ROOM)

|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 175.23 SQ. M. | (1,886.00 SQ. FT.) |
| DECK AREA      | 15.24 SQ. M.  | (164.00 SQ. FT.)   |
| TOTAL AREA     | 190.47 SQ. M. | (2,050.00 SQ. FT.) |





## THREE BEDROOM (WITH MAID'S ROOM)

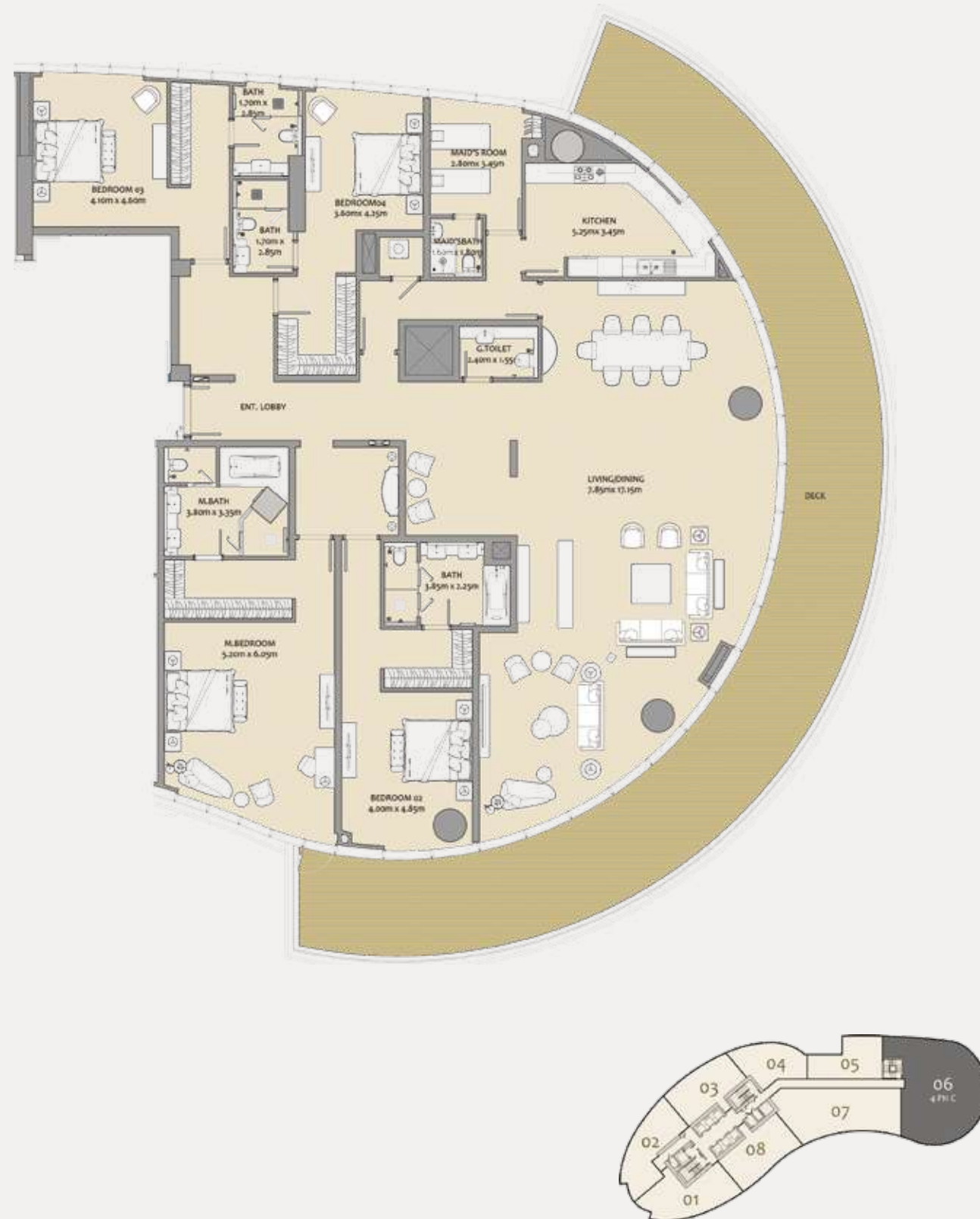
|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 185.25 SQ. M. | (1,993.80 SQ. FT.) |
| DECK AREA      | 20.50 SQ. M.  | (220.66 SQ. FT.)   |
| TOTAL AREA     | 205.75 SQ. M. | (2,214.00 SQ. FT.) |



## FOUR BEDROOM

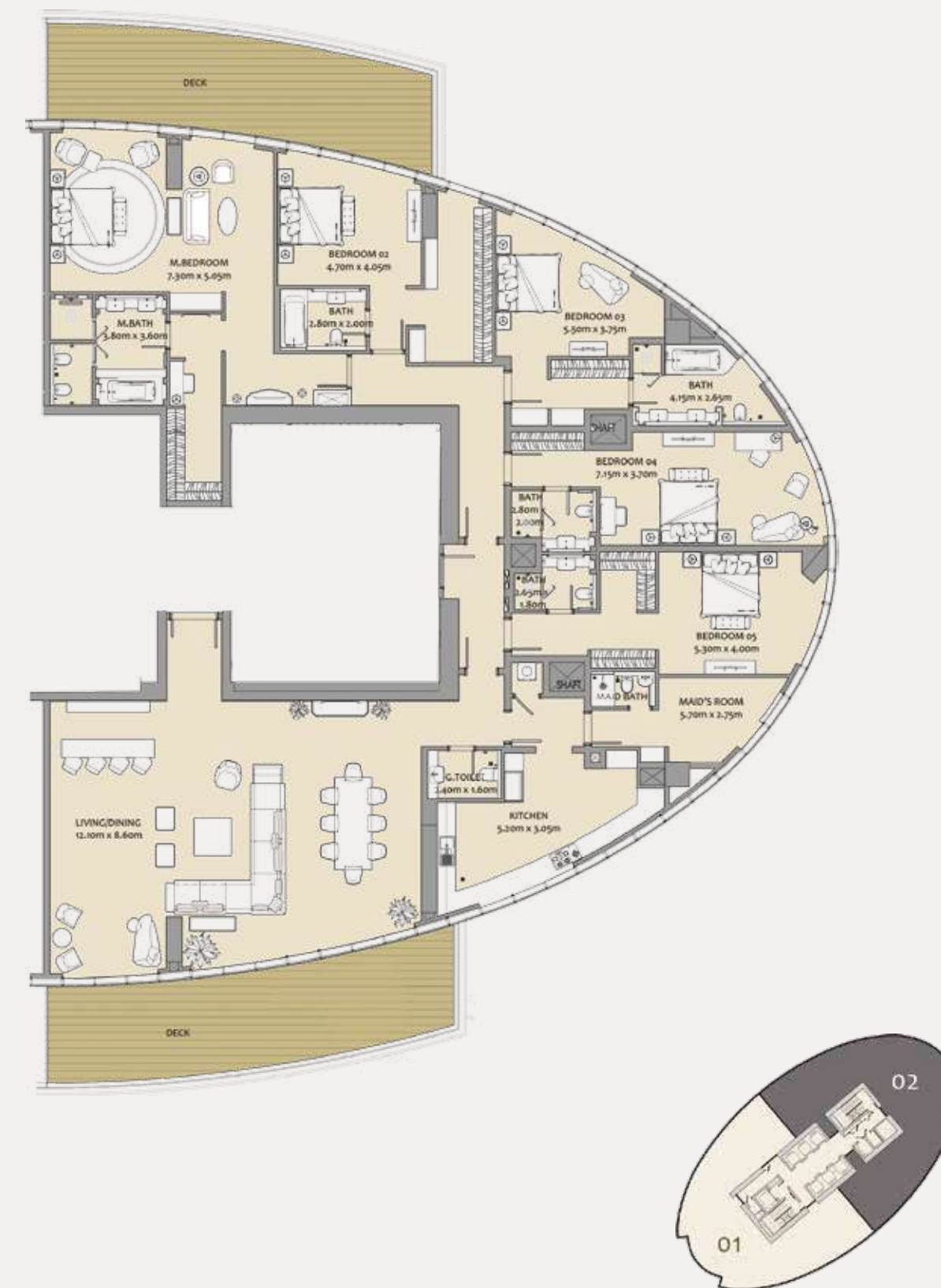
|                |               |                    |
|----------------|---------------|--------------------|
| APARTMENT AREA | 272.32 SQ. M. | (2,931.00 SQ. FT.) |
| DECK AREA      | 19.70 SQ. M.  | (212.00 SQ. FT.)   |
| TOTAL AREA     | 292.02 SQ. M. | (3,143.00 SQ. FT.) |





## FOUR BEDROOM PENTHOUSE

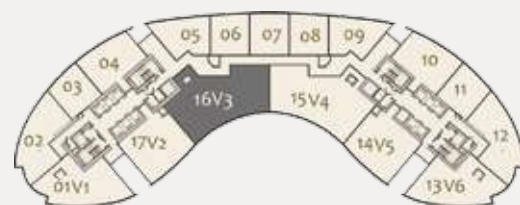
|                |               |                    |
|----------------|---------------|--------------------|
| PENTHOUSE AREA | 401.65 SQ. M. | (4,323.00 SQ. FT.) |
| DECK AREA      | 124.13 SQ. M. | (1,336.00 SQ. FT.) |
| TOTAL AREA     | 525.78 SQ. M. | (5,659.00 SQ. FT.) |



## FIVE BEDROOM PENTHOUSE

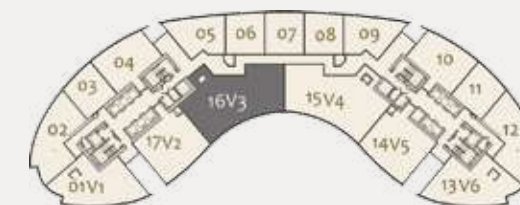
|                |               |                    |
|----------------|---------------|--------------------|
| PENTHOUSE AREA | 455.45 SQ. M. | (4,902.00 SQ. FT.) |
| DECK AREA      | 87.99 SQ. M.  | (947.00 SQ. FT.)   |
| TOTAL AREA     | 543.44 SQ. M. | (5,849.00 SQ. FT.) |





## FIVE BEDROOM PODIUM VILLA (LOWER LEVEL)

|            |               |                    |
|------------|---------------|--------------------|
| VILLA AREA | 421.82 SQ. M. | (4,540.00 SQ. FT.) |
| DECK AREA  | 129.89 SQ. M. | (1,398.00 SQ. FT.) |
| TOTAL AREA | 551.70 SQ. M. | (5,938.00 SQ. FT.) |



## FIVE BEDROOM PODIUM VILLA (UPPER LEVEL)

|            |               |                    |
|------------|---------------|--------------------|
| VILLA AREA | 421.82 SQ. M. | (4,540.00 SQ. FT.) |
| DECK AREA  | 129.89 SQ. M. | (1,398.00 SQ. FT.) |
| TOTAL AREA | 551.70 SQ. M. | (5,938.00 SQ. FT.) |





# THANKS FOR WATCHING

CONTACT US FOR MORE INFORMATION

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